

**Listing of the Claims:**

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Currently Amended) A broadcasting service system comprising:
  - 2 a broadcast station for broadcasting a program content;
  - 3 at least one audiovisual system for generating a request for viewing
  - 4 the program content, for selectively viewing a broadcast advertisement
  - 5 content, and for viewing a rebroadcast program content; and
  - 6 a repeater station for storing the program content broadcasted by the
  - 7 broadcast station and for conditionally rebroadcasting the stored program
  - 8 ~~content contents~~ to at least one audiovisual system making a request for
  - 9 viewing the program ~~content contents~~ in response to at least one audiovisual
  - 10 system generating the request to view the program contents,
  - 11 wherein the repeater station conditional rebroadcasting includes
  - 12 connecting audiovisual systems in response to its generated request for
  - 13 viewing the program content, and broadcasting the advertisement content to
  - 14 the connected audiovisual systems,
  - 15 wherein the repeater station conditional rebroadcasting further
  - 16 includes detecting the number of the connected audiovisual systems viewing
  - 17 the advertisement content and generating an advertisement effect
  - 18 measurement based on the detected number and a broadcasting time of the
  - 19 advertisement contents, and
  - 20 wherein the repeater station conditional rebroadcasting further
  - 21 includes comparing the advertising effect measurement to a predetermined
  - 22 target advertising effects and, if the advertising effect measurement meets
  - 23 the predetermined target advertising effect, to rebroadcast the stored
  - 24 program contents to the connected audiovisual systems, and, if advertisement
  - 25 effect measurement fails to meet the predetermined target advertisement

26 effect, to not rebroadcast the stored program contents to the connected  
27 audiovisual systems.

1 2. (Previously Presented) The broadcasting service system of claim 1,  
2 wherein the repeater station conditional rebroadcasting further  
3 includes calculating an expected waiting time until the rebroadcasting of the  
4 program content is started, based on the measured result of the  
5 advertisement effect, and is arranged to broadcast a combination of the  
6 advertisement contents and the calculated expected waiting time to the  
7 connected audiovisual systems.

1 3. (Previously Presented) The broadcasting service system of claim 1,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents;  
4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each of the program contents  
9 on the basis of a number of the audiovisual systems generating a request for  
10 viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program

contents will have advertisement effects exceeding their recording costs on the basis of their calculated proper recording times, and

wherein the repeater station conditional rebroadcasting further includes selectively storing only the program contents for which the generated prediction indicates advertisement effects exceeding their recording costs.

4. (Currently Amended) A broadcasting service system comprising:

a broadcast station for broadcasting a program content;

at least one audiovisual system for generating a request for viewing the program content, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and

a repeater station for storing the program content broadcasted by the broadcast station and for conditionally rebroadcasting the stored program ~~content contents~~ to at least one audiovisual system making a request for viewing the program ~~content contents~~ in response to at least one audiovisual system generating the request to view the program contents,

wherein the repeater station includes:

a receiver for receiving the program content broadcasted by the broadcast station;

a program contents storage for storing the program content received by the receiver;

an advertisement contents storage for storing an advertisement content;

a broadcasting set for connecting said audiovisual systems in response to its generated request for viewing the program content, and for broadcasting the advertisement content stored in the advertisement contents storage to the audiovisual systems connected to the broadcasting set; and

an advertisement effect measurer for detecting the number of the connected audiovisual systems viewing the advertisement contents and for

24 generating an advertisement effect measurement based on the detected  
25 number and on the broadcasting time of the advertisement contents,  
26 wherein the advertisement effect measurer controls the broadcasting  
27 set to rebroadcast the stored program content based on the generated  
28 advertisement effect measurement, to start rebroadcasting of the stored  
29 program content to the connected audiovisual systems if the advertising  
30 effect measurement meets the predetermined target advertising effect, and, if  
31 the advertisement effect measurement fails to meet the predetermined target  
32 advertisement effect, to not rebroadcast the stored program content to the  
33 connected audiovisual systems.

1 5. (Previously Presented) The broadcasting service system of claim 4,  
2 wherein the advertisement effect measurer further calculates an  
3 expected waiting time until the rebroadcasting of the program contents is  
4 started, based on the advertisement effect measurement, and  
5 wherein the broadcasting set broadcasts a combination of the  
6 advertisement contents and the expected waiting time calculated by the  
7 advertisement effect measurer to the broadcasting screen of the connected  
8 audiovisual systems.

1 6. (Currently Amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content ~~contents~~ to at least one audiovisual system making a request for  
9 viewing the program content ~~contents~~ in response to at least one audiovisual  
10 system generating the request to view the program content ~~contents~~; and

11 an advertisement broadcast station for broadcasting the advertisement  
12 content,

13 wherein the repeater station conditional rebroadcasting includes  
14 connecting at least one audiovisual system in response to its generated  
15 request for viewing the program content, and includes broadcasting the  
16 advertisement content to the connected audiovisual systems,

17 wherein the repeater station conditional rebroadcasting includes  
18 detecting the number of the connected audiovisual systems viewing the  
19 advertisement contents and includes generating an advertisement effect  
20 measurement based on the detected number and on the broadcasting time of  
21 the advertisement content ~~contents~~, and

22 wherein the repeater station conditional rebroadcasting further  
23 includes comparing the advertising effect measurement to a predetermined  
24 target advertising effects and, if the advertising effect measurement meets  
25 the predetermined target advertising effect, to rebroadcast the stored  
26 program contents to the connected audiovisual systems, and, if the  
27 advertisement effect measurement fails to meet the predetermined target  
28 advertisement effect, to not rebroadcast the stored program content to the  
29 connected audiovisual systems.

1 7. (Currently Amended) The broadcasting service system of claim 6,  
2 wherein the repeater station conditional rebroadcasting includes  
3 calculating an expected waiting time until the rebroadcasting of the program  
4 contents is started, based on the advertisement effect measurement, and  
5 further includes broadcasting a combination of the advertisement content  
6 ~~contents~~ and the calculated expected waiting time to the connected  
7 audiovisual systems.

1 8. (Previously Presented) The broadcasting service system of claim 6,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,  
4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,  
7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,  
11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,  
14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,  
18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and  
22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing only the program contents for which the  
24 generated prediction indicates advertisement effects exceeding their  
25 recording costs.

1 9. (Currently Amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;

at least one audiovisual system for generating a request for viewing the program content, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content;

a repeater station for storing the program content broadcasted by the broadcast station and for conditionally rebroadcasting the stored program ~~content contents~~ to at least one audiovisual system making a request for viewing the program contents in response to at least one audiovisual system generating the request to view the program content; and

an advertisement broadcast station for broadcasting the advertisement ~~content contents~~, wherein the repeater station includes:

a first receiver for receiving the program content broadcasted by the broadcast station;

a second receiver for receiving the advertisement ~~content contents~~ broadcasted by the advertisement broadcast station;

a program contents storage for storing the program content received by the first receiver;

a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program ~~content contents~~ stored in the program contents storage and broadcasting the program ~~content contents~~ and the advertisement ~~content contents~~ received by the second receiver to the audiovisual systems connected to the broadcasting set; and

an advertisement effect measurer for detecting the number of the connected audiovisual systems viewing the advertisement ~~content contents~~ and for-generating an advertisement effect measurement based on the detected number,

wherein the advertisement effect measurer controls the broadcasting set to rebroadcast the program ~~content contents~~ requested by the connected audiovisual systems to the connected audiovisual systems if the advertising effect measurement meets the predetermined target advertising effect, and, if the advertisement effect measurement fails to meet the predetermined target

33 advertisement effect, to not rebroadcast the stored program content to the  
34 connected audiovisual systems.

1 10. (Currently Amended) The broadcasting service system of claim 9,  
2 wherein the advertising effect measurer calculates an expected waiting  
3 time until the rebroadcasting of the program content ~~contents~~ is started,  
4 based on the measured advertisement effect, and  
5 wherein the broadcasting set broadcasts a combination of the  
6 advertisement content ~~contents~~ and the calculated expected waiting time to  
7 the connected audiovisual systems.

1 11. (Currently Amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 contents to at least one audiovisual system making a request for viewing the  
9 program content ~~contents~~ in response to at least one audiovisual system  
10 generating the request to view the program content ~~contents~~,  
11 wherein the repeater station conditional rebroadcasting includes  
12 connecting at least one audiovisual system in response to its generated  
13 request for viewing the program content,  
14 wherein the repeater station conditional rebroadcasting includes  
15 generating a prediction of whether or not a predetermined target  
16 advertisement effect can be attained within a broadcasting time of the  
17 program content under a condition that a broadcasting of a given advertising  
18 content ~~contents~~ is inserted during a rebroadcasting of the program content



requested by the connected audiovisual systems to the audiovisual systems connected to the repeater station, and

wherein the repeater station conditional rebroadcasting includes rebroadcasting the program content requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement contents during the rebroadcasting of the program content ~~contents~~ if the prediction indicates that the predetermined target advertisement effect can be attained, and

wherein the repeater station conditional rebroadcasting includes not rebroadcasting the program contents requested by the connected audiovisual systems to the connected audiovisual systems if the prediction indicates that the predetermined target advertisement effect cannot be attained.

12. (Currently Amended) The broadcasting service system of claim 11, wherein the repeater station includes:

a receiver for receiving the program contents broadcasted by the broadcast station;

a program contents storage for storing the program contents received by the receiver;

an advertisement contents storage for storing the advertisement content ~~contents~~;

a broadcasting set for connecting at least one audiovisual system in response to its request for viewing the program content ~~contents~~ stored in the program contents storage, and rebroadcasting the program content ~~contents~~ requested by the audiovisual systems connected to the broadcasting set to the connected audiovisual systems while inserting the broadcasting of the advertisement content ~~contents~~ stored in the advertisement contents storage during the rebroadcasting of the program content ~~contents~~; and

an advertisement effect measurer for generating said prediction of whether or not a predetermined target advertisement effect can be attained

18 within a broadcasting time of the program content ~~contents~~ under the  
19 condition that the broadcasting of the advertisement content ~~contents~~ is  
20 inserted during the rebroadcasting of the program content ~~contents~~ to the  
21 connected audiovisual systems.

1 13. (Previously Presented) The broadcasting service system of claim 11,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing only the program contents for which the

24 generated prediction indicates advertisement effects exceeding their  
25 recording costs.

1 14. (Currently Amended) A broadcasting service system comprising:  
2 a broadcast station for broadcasting a program content;  
3 at least one audiovisual system for generating a request for viewing  
4 the program content, for selectively viewing a broadcast advertisement  
5 content, and for viewing a rebroadcast program content; and  
6 a repeater station for storing the program content broadcasted by the  
7 broadcast station and for conditionally rebroadcasting the stored program  
8 content ~~contents~~ to at least one audiovisual system making a request for  
9 viewing the program content ~~contents~~ in response to at least one audiovisual  
10 system generating the request to view the program content ~~contents~~; and  
11 an advertisement broadcast station for broadcasting the advertisement  
12 content ~~contents~~,  
13 wherein the repeater station conditional rebroadcasting includes  
14 connecting at least one audiovisual system in response to its generated  
15 request for viewing the program content,  
16 wherein the repeater station conditional rebroadcasting includes  
17 generating a prediction of whether or not a predetermined target  
18 advertisement effect can be attained within a broadcasting time of the  
19 program contents under a condition that a broadcasting of given advertising  
20 contents is inserted during a rebroadcasting of the program content  
21 requested by the connected audiovisual systems to the audiovisual systems  
22 connected to the repeater station, and  
23 wherein the repeater station conditional rebroadcasting includes  
24 rebroadcasting the program content ~~contents~~ requested by the connected  
25 audiovisual systems to the connected audiovisual systems while inserting the  
26 broadcasting of the advertisement content ~~contents~~ during the rebroadcasting

27 of the program content ~~contents~~ if the generated prediction indicates that the  
28 predetermined target advertisement effect can be attained, and  
29 wherein the repeater station conditional rebroadcasting includes not  
30 rebroadcasting the program content ~~contents~~ requested by the connected  
31 audiovisual systems to the connected audiovisual systems if the generated  
32 prediction indicates that the predetermined target advertisement effect  
33 cannot be attained.

1 15. (Currently Amended) The broadcasting service system of claim 14,  
2 wherein the repeater station includes:  
3 a first receiver for receiving the program content ~~contents~~ broadcasted  
4 by the broadcast station;  
5 a second receiver for receiving the advertisement content ~~contents~~  
6 broadcasted by the advertisement broadcast station;  
7 a program contents storage for storing the program content ~~contents~~  
8 received by the first receiver;  
9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content ~~contents~~ stored in the  
11 program contents storage, and rebroadcasting the program content ~~contents~~  
12 requested by the audiovisual systems connected to the broadcasting set to the  
13 connected audiovisual systems while inserting the broadcasting of the  
14 advertisement content ~~contents~~ received by the second receiver during the  
15 rebroadcasting of the program content ~~contents~~; and  
16 an advertisement effect measurer for generating the prediction of  
17 whether or not the predetermined target advertisement effect can be attained  
18 within the broadcasting time of the program content ~~contents~~ under the  
19 condition that the broadcasting of the advertisement content ~~contents~~ is  
20 inserted during the rebroadcasting of the program content ~~contents~~ to the  
21 connected audiovisual systems[.].

1 16. (Previously Presented) The broadcasting service system of claim 14,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

1 17. (Currently Amended) A broadcasting service system comprising:

2 a broadcast station for broadcasting program contents;

at least one audiovisual system for generating a request for viewing the program content, for selectively viewing a broadcast advertisement content, and for viewing a rebroadcast program content; and

a repeater station for storing the program content broadcasted by the broadcast station and for conditionally rebroadcasting the stored program ~~content contents~~ to at least one audiovisual system making a request for viewing the program ~~content contents~~ in response to at least one audiovisual system generating the request to view the program ~~content contents~~,

wherein the repeater station conditional rebroadcasting includes generating a prediction indicating whether or not a predetermined target advertisement effect can be attained within a broadcasting time of the program content under a condition that a broadcasting of given advertising ~~content contents~~ is inserted during a rebroadcasting of the program content requested by the connected audiovisual systems to the audiovisual systems connected to the repeater station, and

wherein the repeater station conditional rebroadcasting includes rebroadcasting the program ~~content contents~~ requested by the connected audiovisual systems to the connected audiovisual systems while inserting the broadcasting of the advertisement ~~content contents~~ during the rebroadcasting of the program contents if the generated prediction indicates that the predetermined target advertisement effect can be attained, and

wherein the repeater station conditional rebroadcasting includes not rebroadcasting the program ~~content contents~~ requested by the connected audiovisual systems to the connected audiovisual systems if the generated prediction indicates that the predetermined target advertisement effect cannot be attained.

18. (Currently Amended) The broadcasting service system of claim 17, wherein the repeater station includes:

3 a receiver for receiving the program content ~~contents~~ broadcasted by  
4 the broadcast station;

5 a program contents storage for storing the program content ~~contents~~  
6 received by the receiver;

7 an advertisement contents storage for storing the advertisement  
8 content ~~contents~~;

9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program content ~~contents~~ stored in the  
11 program contents storage, and rebroadcasting the combination of the  
12 program content ~~contents~~ requested by the audiovisual systems connected to  
13 the broadcasting set and the advertisement content ~~contents~~ stored in the  
14 advertisement contents storage on the broadcasting screen to the connected  
15 audiovisual systems; and

16 an advertisement effect measurer for generating the prediction  
17 indicating whether or not a predetermined target advertisement effect can be  
18 attained within the broadcasting time of the program content ~~contents~~ under  
19 the condition that the combination of the program content ~~contents~~ and the  
20 advertisement content ~~contents~~ on the broadcasting screen is rebroadcasted,

21 wherein the advertisement effect measurer controls the broadcasting  
22 set to rebroadcast the combination of the program content ~~contents~~ and the  
23 advertisement content ~~contents~~ on the broadcasting screen to the connected  
24 audiovisual systems only when the prediction generated by the  
25 advertisement effect measurer indicates that the predetermined target  
26 advertisement effect can be attained within the broadcasting time of the  
27 program content ~~contents~~ under said condition.

1 19. (Previously Presented) The broadcasting service system of claim 17,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4           wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7           wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program  
9 contents on the basis of a number of the audiovisual systems generating  
10 request for viewing each of said plurality of program contents,

11           wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14           wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18           wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22           wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

1   20. (Currently Amended) A broadcasting service system comprising:

2           a broadcast station for broadcasting program contents;

3           at least one audiovisual system for generating a request for viewing  
4 the program contents ~~content~~, for selectively viewing a broadcast  
5 advertisement content, and for viewing a rebroadcast program content; and

6           a repeater station for storing the program contents ~~content~~ broadcasted  
7 by the broadcast station and for conditionally rebroadcasting the stored



8 program contents to at least one audiovisual system making a request for  
9 viewing the program contents in response to at least one audiovisual system  
10 generating the request to view the program contents; and  
11 an advertisement broadcast station for broadcasting advertisement  
12 contents,  
13 wherein the repeater station conditional rebroadcasting includes  
14 connecting at least one audiovisual system in response to its request for  
15 viewing the program ~~contents~~ content,  
16 wherein the repeater station conditional rebroadcasting includes  
17 generating a prediction indicating whether or not a predetermined target  
18 advertisement effect can be attained within a broadcasting time of the  
19 program contents under a condition that a combination of the program  
20 contents and the advertisement contents broadcasted by the advertisement  
21 broadcast station on a broadcasting screen is rebroadcasted to the  
22 audiovisual systems connected to the repeater station,  
23 wherein the repeater station conditional rebroadcasting includes  
24 rebroadcasting the combination of the program contents and the  
25 advertisement contents on the broadcasting screen to the connected  
26 audiovisual systems if the generated prediction indicates that the  
27 predetermined target advertisement effect can be attained, and  
28 wherein the repeater station conditional rebroadcasting includes not  
29 rebroadcasting the combination of the program contents and the  
30 advertisement contents on the broadcasting screen to the connected  
31 audiovisual systems if the generated prediction indicates that the  
32 predetermined target advertisement effect cannot be attained.

1 21. (Previously Presented) The broadcasting service system of claim 20,  
2 wherein the repeater station includes:

3 a first receiver for receiving the program contents broadcasted by the  
4 broadcast station;

5 a second receiver for receiving the advertisement contents broadcasted  
6 by the advertisement broadcast station;

7 a program contents storage for storing the program contents received  
8 by the first receiver;

9 a broadcasting set for connecting at least one audiovisual system in  
10 response to its request for viewing the program contents stored in the  
11 program contents storage, and rebroadcasting the combination of the  
12 program contents requested by the audiovisual systems connected to the  
13 broadcasting set and the advertisement contents received by the second  
14 receiver on a broadcasting screen of the connected audiovisual systems; and

15 an advertisement effect measurer for generating the prediction  
16 indicating whether or not the predetermined target advertisement effect can  
17 be attained within the broadcasting time of the program contents under the  
18 condition that the combination of the program contents and the  
19 advertisement contents on the broadcasting screen is rebroadcasted,

20 wherein the advertisement effect measurer controls the broadcasting  
21 set to rebroadcast the combination of the program contents and the  
22 advertisement contents on the broadcasting screen to the connected  
23 audiovisual systems only when the advertisement effect measurer generates  
24 a prediction indicating the predetermined target advertisement effect can be  
25 attained.

1 22. (Previously Presented) The broadcasting service system of claim 20,  
2 wherein the broadcast station is for broadcasting a plurality of  
3 program contents,

4 wherein the repeater station conditional rebroadcasting further  
5 includes receiving the plurality of program contents broadcasted by the  
6 broadcast station,

7 wherein the repeater station conditional rebroadcasting further  
8 includes calculating an advertisement effect of each program of the program

9 contents on the basis of a number of the audiovisual systems generating a  
10 request for viewing each of said plurality of program contents,

11 wherein the repeater station conditional rebroadcasting further  
12 includes calculating a recording cost for recording each of the program  
13 contents,

14 wherein the repeater station conditional rebroadcasting further  
15 includes calculating a proper recording time of each program of the program  
16 contents based on the calculated advertisement effect and the calculated  
17 recording cost,

18 wherein the repeater station conditional rebroadcasting further  
19 includes generating a prediction indicating which from among the program  
20 contents will have advertisement effects exceeding their recording costs on  
21 the basis of their calculated proper recording times, and

22 wherein the repeater station conditional rebroadcasting further  
23 includes selectively storing, based on said generated prediction, only the  
24 program contents for which the generated prediction indicates advertisement  
25 effects exceeding their recording costs.

1 23. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:

3 broadcasting a program content from a broadcast station to a repeater  
4 station;

5 storing the broadcast program content in the repeater station;

6 receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;

8 connecting the repeater station to the one or more audiovisual systems  
9 corresponding to the received requests for viewing a program contents;

10 broadcasting advertisement contents from the repeater station to the  
11 audiovisual systems connected to the repeater station;

12 measuring an advertisement effect based on a number of the  
13 audiovisual systems viewing the advertisement contents and a broadcasting  
14 time of the advertisement contents;  
15 generating a discriminating result indicating whether or not a  
16 predetermined target advertisement effect can be attained, based on a basis  
17 of a result of the measuring measured result of the advertisement effect; and  
18 conditional rebroadcasting a stored program contents requested by the  
19 audiovisual systems to the audiovisual systems, the condition being at least  
20 the discriminating result indicating when it is determined that the a  
21 predetermined target advertisement effect can be attained.

1 24. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:  
3 broadcasting a program content from a broadcast station to a repeater  
4 station;  
5 storing the broadcast program content in the repeater station;  
6 receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;  
8 connecting the a repeater station to the one or more audiovisual  
9 systems corresponding to the received requests for viewing a program  
10 contents;  
11 broadcasting advertisement contents from the repeater station to the  
12 audiovisual systems connected to the repeater station;  
13 measuring an advertisement effect, based on a number of the  
14 audiovisual systems viewing the advertisement contents and a broadcasting  
15 time of the advertisement contents;  
16 generating a discriminating result indicating whether or not a  
17 predetermined target advertisement effect can be attained, based on a basis  
18 of a result of the measuring measured result of the advertisement effect; and

19           ~~conditional rebroadcasting the a~~ stored program contents requested by  
20 the audiovisual systems to the audiovisual systems, the condition being at  
21 least the discriminating result indicating ~~when it is determined that the a~~  
22 predetermined target advertisement effect can be attained.

1     25. (Currently Amended) The delay broadcasting method of claim 23, further  
2 comprising ~~the steps of~~:

3           calculating an expected waiting time<sub>i</sub> on the basis of the measured  
4 result of the advertisement effect<sub>i</sub> until the rebroadcasting of the program  
5 contents is started; and

6           broadcasting a combination of the advertisement contents and the  
7 expected waiting time on the broadcasting screen<sub>i</sub> from the repeater system  
8 to the audiovisual systems connected to the repeater system.

1     26. (Currently Amended) The delay broadcasting method of claim 24, further  
2 comprising ~~the steps of~~:

3           calculating an expected waiting time<sub>i</sub> on the basis of the measured  
4 result of the advertisement effect<sub>i</sub> until the rebroadcasting of the program  
5 contents is started; and

6           broadcasting a combination of the advertisement contents and the  
7 expected waiting time on the broadcasting screen<sub>i</sub> from the repeater system  
8 to the audiovisual systems connected to the repeater system.

1     27. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:

3           broadcasting a program content from a broadcast station to a repeater  
4 station;

5           storing the broadcast program content in the repeater station;

6           receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;

8 connecting a repeater station to one or more audiovisual systems  
9 making a request for viewing the stored a program contents;  
10 generating a predicting result indicating whether or not a  
11 rebroadcasting of the stored program content to the audiovisual systems  
12 making the request for viewing the stored program content will attain a  
13 predetermined target advertisement effect ~~can be attained~~ within a  
14 broadcasting time of the program contents, based on the number of  
15 audiovisual systems making the request for viewing the program contents  
16 and an assumption ~~under a condition~~ that ~~broadcasting of an advertisement~~  
17 contents ~~will be~~ is inserted during the rebroadcasting of the program contents  
18 ~~to the audiovisual systems connected to a repeater station~~; and  
19 conditional rebroadcasting the program contents requested by the  
20 audiovisual systems to the audiovisual systems while inserting the  
21 broadcasting of the advertisement contents during the rebroadcasting of the  
22 program contents, the condition being at least the predicting result indicating  
23 ~~only when it is predicted that~~ the a predetermined target advertisement  
24 effect will ~~can~~ be attained.

1 28. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:  
3 broadcasting a program content from a broadcast station to a repeater  
4 station;  
5 storing the broadcast program content in the repeater station;  
6 receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;  
8 connecting a repeater station to one or more audiovisual systems  
9 making a request for viewing the stored broadcast a program contents;  
10 generating a predicting result indicating whether or not a  
11 rebroadcasting of the stored program content to the audiovisual systems  
12 making the request for viewing the stored program content will attain a

13 predetermined target advertisement effect ~~can be attained~~ within a  
14 broadcasting time of the program contents, based on the number of  
15 audiovisual systems making the request for viewing the program content and  
16 an assumption under a condition that a broadcasting of an advertisement  
17 contents broadcasted by an the advertisement broadcast station will be is  
18 inserted during a the rebroadcasting of the program contents ~~to the~~  
19 ~~audiovisual systems connected to a repeater station~~; and  
20 conditional rebroadcasting the program content ~~contents~~ requested by  
21 the audiovisual systems to the audiovisual systems while inserting the  
22 broadcasting of the advertisement contents during the rebroadcasting of the  
23 program content ~~contents~~, the condition being at least the predicting result  
24 indicating only when it is predicted that the predetermined target  
25 advertisement effect will ~~can~~ be attained.

1 29. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:  
3 broadcasting a program content from a broadcast station to a repeater  
4 station;  
5 storing the broadcast program content in the repeater station;  
6 receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;  
8 connecting the a repeater station to the one or more audiovisual  
9 systems making the a request for viewing the a program content ~~contents~~;  
10 generating a predicting result indicating whether or not a  
11 rebroadcasting of the stored program content to the audiovisual systems  
12 making the request for viewing the program content will attain a  
13 predetermined target advertisement effect ~~can be attained~~ within a  
14 broadcasting time of the program ~~contents~~ content, based on the number of  
15 audiovisual systems making the request for viewing the program content and  
16 an assumption under a condition that a combination of the program content

17 ~~contents~~ requested by the audiovisual systems connected to the repeater  
18 station and advertisement contents on a broadcasting screen will be is  
19 broadcasted to the connected audiovisual systems; and  
20 conditional rebroadcasting a combination of the program content  
21 ~~contents~~ and the advertisement contents on the broadcasting screen to the  
22 audiovisual systems, the condition including at least the predicting result  
23 indicating only when it is predicted that the a predetermined target  
24 advertisement effect will ~~can~~ be attained.

1 30. (Currently Amended) A delay broadcasting method in broadcasting  
2 service using a broadcasting service system, the method comprising:  
3 broadcasting a program content from a broadcast station to a repeater  
4 station;  
5 storing the broadcast program content in the repeater station;  
6 receiving a request at the repeater station, from one or more  
7 audiovisual systems, to view the stored broadcast program content;  
8 connecting a repeater station to the one or more audiovisual systems  
9 making the a request for viewing the a program content ~~contents~~;  
10 generating a predicting result indicating whether or not a  
11 rebroadcasting of the stored program content to the audiovisual systems  
12 making the request for viewing the program content will attain a  
13 predetermined target advertisement effect ~~can be attained~~ within a  
14 broadcasting time of the program ~~contents~~ content, based on the number of  
15 audiovisual systems making the request for viewing the program content and  
16 an assumption under a condition that a combination of the program content  
17 ~~contents~~ requested by the audiovisual systems connected to the repeater  
18 station and a given advertisement contents on a broadcasting screen will be  
19 is broadcasted to the connected audiovisual systems; and  
20 conditional rebroadcasting a combination of the program content  
21 ~~contents~~ and the advertisement contents on the broadcasting screen to the



22 audiovisual systems, the condition including at least the predicting result  
23 indicating only when it is predicted that the a predetermined target  
24 advertisement effect will ~~can~~ be attained.

1 31. (Currently Amended) The delay broadcasting method of claim 23,  
2 wherein the broadcasting a program content further includes the broadcast  
3 station broadcasting a plurality of programs of program contents and the  
4 repeater station receives the a plurality of programs of program contents  
5 broadcasted by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program  
7 contents on the basis of a number of the audiovisual systems each making a  
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program  
10 contents;

11 calculating a proper recording time of each program of the program  
12 contents on the basis of the calculated advertisement effect and the  
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated  
15 advertisement effect, the calculated recording cost and the calculated proper  
16 recording time of each program, indicating which from among the program  
17 contents are likely ~~which permit~~ to obtain the advertisement effects  
18 exceeding more than their recording costs ~~on the basis of their calculated~~  
19 ~~proper recording times~~; and

20 conditional storing selectively only the program contents that the  
21 selective storage predicting result indicates likely obtaining ~~predicted that~~  
22 ~~the program contents permit to obtain the~~ advertisement effects exceeding  
23 ~~more than~~ their recording costs.

1 32. (Currently Amended) The delay broadcasting method of claim 24,  
2 wherein the broadcasting a program content further includes the broadcast

3 station broadcasting a plurality of programs of program contents and the  
4 repeater station receives the a plurality of programs of program contents  
5 broadcasted by the broadcast station, and further comprising:

6       calculating an advertisement effect of each program of the program  
7 contents on the basis of a number of the audiovisual systems each making a  
8 request for viewing each program of the program contents;

9       calculating a recording cost for recording each program of the program  
10 contents;

11       calculating a proper recording time of each program of the program  
12 contents on the basis of the calculated advertisement effect and the  
13 calculated recording cost;

14       generating a selective storage predicting result, based on the calculated  
15 advertisement effect, the calculated recording cost and the calculated proper  
16 recording time of each program, indicating which from among the program  
17 contents are likely which permit to obtain the advertisement effects  
18 exceeding more than their recording costs on the basis of their calculated  
19 proper recording times; and

20       conditional storing selectively only the program contents that the  
21 selective storage predicting result indicates likely obtaining predicted that  
22 the program contents permit to obtain the advertisement effects exceeding  
23 more than their recording costs.

1 33. (Currently Amended) The delay broadcasting method of claim 27,  
2 wherein the broadcasting a program content further includes the broadcast  
3 station broadcasting a plurality of programs of program contents and the  
4 repeater station receives the a plurality of programs of program contents  
5 broadcasted by the broadcast station, and further comprising:  
6       calculating an advertisement effect of each program of the program  
7 contents on the basis of a number of the audiovisual systems each making a  
8 request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

generating a selective storage predicting result, based on the calculated advertisement effect, the calculated recording cost and the calculated proper recording time of each program, indicating which from among the program contents are likely which permit to obtain the advertisement effects exceeding more than their recording costs on the basis of their calculated proper recording times; and

conditional storing selectively only the program contents that the selective storage predicting result indicates likely obtaining predicted that the program contents permit to obtain the advertisement effects exceeding more than their recording costs.

34. (Currently Amended) The delay broadcasting method of claim 28, wherein the broadcasting a program content further includes the broadcast station broadcasting a plurality of programs of program contents and the repeater station receives the a plurality of programs of program contents broadcasted by the broadcast station, and further comprising:

calculating an advertisement effect of each program of the program contents on the basis of a number of the audiovisual systems each making a request for viewing each program of the program contents;

calculating a recording cost for recording each program of the program contents;

calculating a proper recording time of each program of the program contents on the basis of the calculated advertisement effect and the calculated recording cost;

14 generating a selective storage predicting result, based on the calculated  
15 advertisement effect, the calculated recording cost and the calculated proper  
16 recording time of each program, indicating which from among the program  
17 contents are likely which permit to obtain the advertisement effects  
18 exceeding more than their recording costs on the basis of their calculated  
19 proper recording times; and  
20 conditional storing selectively only the program contents that the  
21 selective storage predicting result indicates likely obtaining predicted that  
22 the program contents permit to obtain the advertisement effects exceeding  
23 more than their recording costs.

1 35. (Currently Amended) The delay broadcasting method of claim 29, wherein  
2 the broadcasting a program content further includes the broadcast station  
3 broadcasting a plurality of programs of program contents and the repeater  
4 station receives the a plurality of programs of program contents broadcasted  
5 by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program  
7 contents on the basis of a number of the audiovisual systems each making a  
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program  
10 contents;

11 calculating a proper recording time of each program of the program  
12 contents on the basis of the calculated advertisement effect and the  
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated  
15 advertisement effect, the calculated recording cost and the calculated proper  
16 recording time of each program, indicating which from among the program  
17 contents are likely which permit to obtain the advertisement effects  
18 exceeding more than their recording costs on the basis of their calculated  
19 proper recording times; and

20 ~~conditional storing selectively~~ only the program contents that the  
21 selective storage predicting result indicates likely obtaining predicted that  
22 the program contents permit to obtain the advertisement effects exceeding  
23 more than their recording costs.

1 36. (Currently Amended) The delay broadcasting method of claim 20, wherein  
2 the broadcasting a program content further includes the broadcast station  
3 broadcasting a plurality of programs of program contents and the repeater  
4 station receives ~~the~~ a plurality of programs of program contents broadcasted  
5 by the broadcast station, and further comprising:

6 calculating an advertisement effect of each program of the program  
7 contents on the basis of a number of the audiovisual systems each making a  
8 request for viewing each program of the program contents;

9 calculating a recording cost for recording each program of the program  
10 contents;

11 calculating a proper recording time of each program of the program  
12 contents on the basis of the calculated advertisement effect and the  
13 calculated recording cost;

14 generating a selective storage predicting result, based on the calculated  
15 advertisement effect, the calculated recording cost and the calculated proper  
16 recording time of each program, indicating which from among the program  
17 contents are likely which permit to obtain the advertisement effects  
18 exceeding more than their recording costs ~~on the basis of their calculated~~  
19 ~~proper recording times~~; and

20 ~~conditional storing selectively~~ only the program contents that the  
21 selective storage predicting result indicates likely obtaining predicted that  
22 the program contents permit to obtain the advertisement effects exceeding  
23 more than their recording costs.

37. (Canceled)